

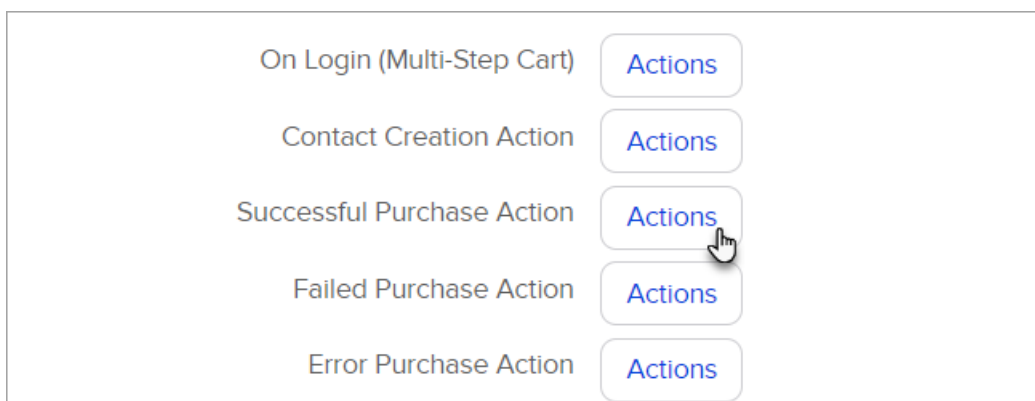
Automate follow-up when a purchase is made 🔗

This article applies to:

By default, purchase actions trigger when someone purchases through the shopping cart and order forms. Purchase actions also trigger for legacy order form purchases and manual orders if you have a product specific action set up and you have the option to run purchase actions enabled in E-Commerce > Settings > Products > Product and Subscription Plans.

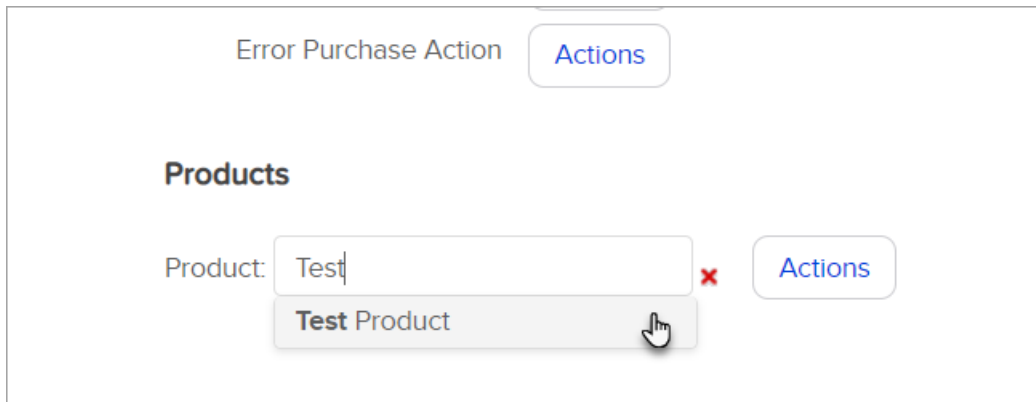
Pro-tip: For successful purchase actions we recommend the [Campaign Builder Purchase Goal](#) because it offers more reporting options.

1. Navigate to **E-Commerce** and click **Actions**.
2. Create actions for the default settings. Click on an **Actions** button to add new actions or copy an existing action set. These are pop-ups, so make sure your browser doesn't have pop-up blockers enabled.



- **On Login (Multi-Step Cart):** These actions trigger when someone enters their username and password to log into a multi-step shopping cart.
- **Contact Creation Action:** These actions trigger when someone purchases who was not already in your Max Classic database. The system checks based on first name, last name, and email address. It will create a new contact record if no match exists.
- **Successful Purchase Action:** These actions trigger each time an order is placed and the credit card charge processes successfully. It can be used to trigger a new customer welcome and transition a contact from prospect to customer by updating tag(s) and contact type.
- **Failed Purchase Action:** These actions trigger when an order is placed, but the credit card charge fails. You can send a notification email to an internal team member and / or send the customer a message prompting them to contact you to resolve the problem.
- **Error Purchase Action:** These actions trigger when there is an error (other than credit card failure) that prevents the order from processing successfully. You can send a notification to an internal team member to investigate the error and work to resolve it.


3. To create product specific actions for individual products, click inside the text box and start typing the name of a product. Once you find the product you are looking for, click to select it.



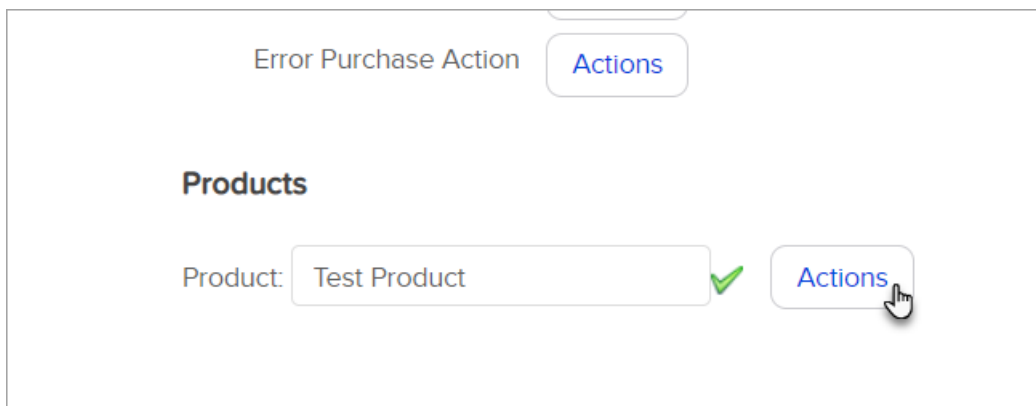
Error Purchase Action [Actions](#)

Products

Product: ✖ [Actions](#)


Test Product 

4. Click the **Actions** button to add or edit the purchase actions for the product. These purchase actions run regardless of the purchase method (one-time or subscription.) Add as many actions as you like.



Error Purchase Action [Actions](#)

Products

Product: ✓ [Actions](#) 

5. Click **Save**.
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